



## Culture and Heritage

### What is LEADER?

- LEADER is a 'bottom-up' local community based approach to spending the European Rural Development Programme Fund in England.
- Funding decisions are made by Local Action Groups LAGs according to national funding priorities, and Local Development Strategies which define locally identified priorities and actions.

### Who can LEADER support?

- Rural organisations including charities, community organisations, new or existing micro and small businesses, and in exceptional cases local authorities where funding is required in addition to their statutory requirements and the activity will be of benefit to farmers, landowners and/or rural communities.

### What will LEADER fund?

- Eligible rural heritage and cultural projects contributing to one of the following LEADER funding priorities:
  - Support for Cultural and heritage activity
  - Support for rural tourism
  - Provision of rural services
  - Support for micro and small enterprises and farm diversification

LEADER funding cannot be used to relocate a business or displace business activity

### How can LEADER support cultural and heritage activities?

- LEADER can support projects which promote, enhance and maintain cultural heritage assets and events where this promotes growth in the tourism economy, creates a sense of local identity through raised awareness, or helps protect the cultural heritage against damage and degradation. This could include:
  - \* The construction or restoration of buildings
  - \* The Enhancement, restoration or upgrading of the natural heritage of villages and rural landscapes and high nature value sites
  - \* The conservation of small scale built heritage
  - \* The enhancement of cultural and community activities and events linked to cultural activity \*
- Projects that contribute towards creating new jobs, business growth, increased tourism or essential rural services.

### How much will LEADER contribute?

- Between £2,500 and £170,000
- Up to 40% of the total project cost for commercial projects
- Up to 80% of the total project cost of non-profit making projects where there is some income to offset costs.
- Up to 100% of the total project cost for projects that do not generate any income.

### What is the Application Process?

There is a two stage application process:

1. Expression of Interest
2. Full Application
  - Each LAG provides a **Local Development Strategy** and **LEADER Applicant Handbook** providing detailed information about the LEADER Programme and local priorities. , see [www.norfolklags.co.uk](http://www.norfolklags.co.uk)
  - One to one facilitator support is available to advise and guide you in putting together a robust application
  - LAGs meet approximately quarterly to consider full applications. Each LAG publicises a meeting schedule and application deadlines.

To make an enquiry please email [leaderteam@norfolk.gov.uk](mailto:leaderteam@norfolk.gov.uk) or Telephone 01603 222930

To speak to or arrange to meet with a Facilitator please email Rachel Kirk at [rachel.kirk@norfolk.gov.uk](mailto:rachel.kirk@norfolk.gov.uk)